

DECEMBER 2020 & Year-End Highlights



AIRPORT SECTION



AIRPORT DECEMBER HIGHLIGHTS:

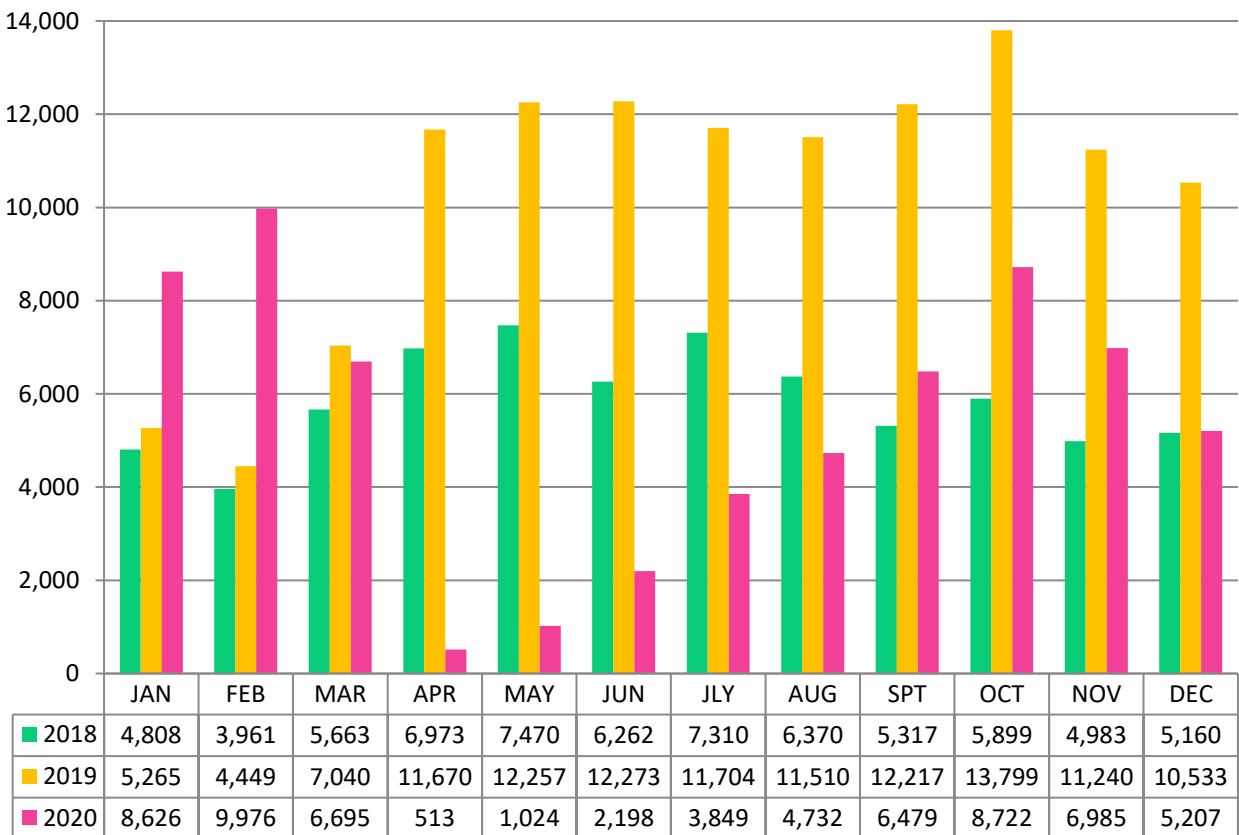
ENPLANEMENTS:

2018: 70,176 total enplanements

2019: 123,957 total enplanements, 76% increase over 2018

2020: 65,006 total enplanements, was on pace to beat 2019 before COVID, kept pace with 2018

ENPLANEMENTS 2018-2020



SNOW REMOVAL TRUCKS: The airport received two new trucks for our snow removal process. These trucks are primarily spreaders to apply snow/ice melt during icing conditions. They also have a plow in front which will allow the truck to perform dual duties.

CARES ACT FUNDING PUT TO WORK: Through the CARE's Act funding Airport staff were able to replace old tires on one of the two front loaders utilized for snow removal on the ramps.



FIRE EMERGENCY PREP: Staff held conversations with Jason Keefe, Aviation Manager with Coconino National Forest Supervisors Office. Mr. Keefe manages the aviation assets for forest fires in Coconino, Kaibab National Forests, as well as Verde Valley Monuments. This is the first time we have been able to establish a contact with this group. It will allow for safer and more efficient operations in the event of a Fire Emergency.

TRAILER: Staff also received a new trailer that will assist with foam refraction testing. The Federal Aviation Administration (FAA) requires Airport Aircraft Rescue Fire (ARFF) stations to test the foam to insure it doesn't break down. Typically, these stations will do a live spray which proves both the truck and the foam are working. This trailer, (one of the first in the State of Arizona) will allow us to test the foam without it hitting the ground. Nationally, this testing has been a hot topic and by obtaining the trailer we have headed off this concern.

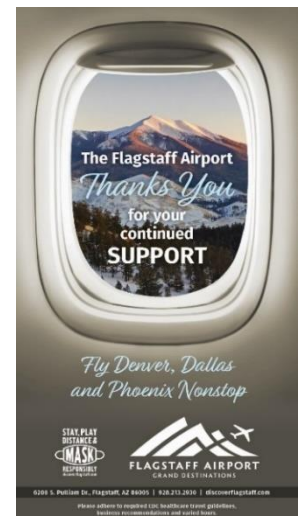


AIRPORT YEAR-END HIGHLIGHTS:

PARKING: A temporary parking lot was installed and helped free up parking for our patrons. Signs were added to our temporary parking lot.



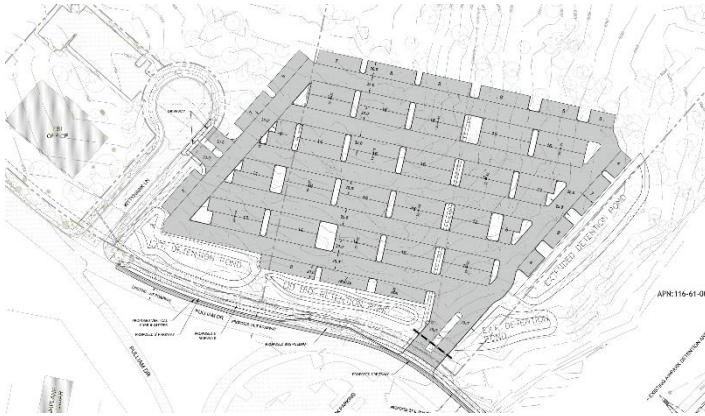
LOCAL MARKETING: Staff continued to market the airport to fill seats.



COVID PIVOT: Medical Flight Crews arrived at the airport and many had crews get off the aircraft in bio-hazard suits. This brought concerns to our FBO Staff, so we helped assist with setting up a two-restroom trailer equipped with wash bays for cleanup away from the lobby and public.

PARKING LOT: Concept A was chosen for the new parking lot design. Staff is working on next steps for the parking lot as well as a pay-to-park system with premium and economy parking, 30 minutes FREE, and much more.





Concept A

- Approx. 413 parking stalls
- Approx. 16,988 S.Y.
- 41.1 S.Y./stall concept

NEW AIRPORT RESCUE FIRE FIGHTING VEHICLE: Staff received our grant funded vehicle this month and began the required training. Timing was perfect as one of our front-line trucks went down just days after receiving this new truck.



RENT ABATEMENT ASSISTANCE: Council approved to lease abatements for all airport tenants for a period since the airport received CARES money to help supplement. This decision helped keep our commercial airlines running and our other tenants flying.

NEW ENTRY SIGN: New signage was added to the front of the terminal building this month to further recognize the Pulliam name.

CARE GRANT NOTIFICATION:

The Flagstaff Airport was notified that we would be receiving \$18.1 million dollars to help support the airport and our tenants through this crisis. Staff has a spreadsheet that includes assisting our personnel, tenants, and other projects for the terminal.



COMMUNITY INVESTMENT SECTION

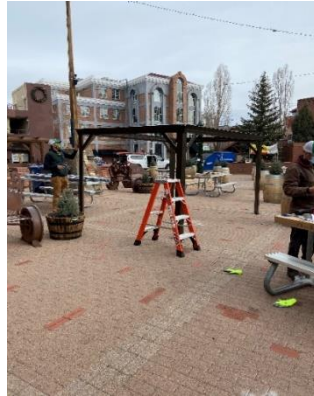


PARKING DECEMBER HIGHLIGHTS:

CURBSIDE SIGNS: ParkFlag continued to work on curbside pick up zones. Staff made new signs that were more durable for long-term use and visually appealing. With a little bit of paint and the addition of reflective tape these new signs replaced our current cone based signs.



DOWNTOWN ASSISTANCE: ParkFlag picked up and delivered gazebos in cooperation with the City of Flagstaff EUROW team and the Downtown business Alliance. Over the span of two days Holiday Cheer, Public Works, Discover Flagstaff, City Leadership, and Parks and Recreation constructed the gazebos in Heritage square, creating a covered space for outdoor dining.



PARKING MANAGEMENT MESSAGING: ParkFlag began work on messaging to the public why does Downtown Flagstaff need parking enforcement and reminding them that the kiosks will be turned back on 3/1/21.

ENFORCEMENT: Parking Aides continue to enforce all title nine parking code including time limited parking. We have noticed habits changing and an increase in compliance and are writing fewer time limited warnings and citations.

PARKING YEAR-END HIGHLIGHTS:

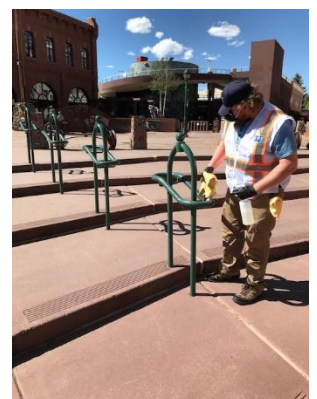
NEW OFFICE LOCATION: Staff, along with DBA, moved into a new location at the Hopi building downtown – 6 E. Aspen Avenue, Suite 200 above Heritage Square.

NEW SIGNS: New hours of operation signs were created and replaced in downtown so patrons could easily see the times we enforce parking.

EMPLOYEE PERMITS: Employee Permit prices were reduced from \$45.00 to \$10.00 and signs were placed to expand the Employee North permit area.

SANITIZING, LITTER, & MORE:

- ParkFlag continued to work alongside Parks and Recreation and Public Works in monitoring the litter in Heritage square, as well as other downtown areas.
- ParkFlag staff worked with the DBA to construct homemade disinfectant wipe buckets for placement in the open space area located at Heritage square and in the Aspen alley.



NEW KIOSK HOODS: ParkFlag had kiosk hoods made for the downtown kiosk program. This helped to keep the kiosks from looking ragged as they were shut down during COVID and were not taking money. This new kiosk cover helps to keep them safe, clean, and allows us to message a patron. It also shows a patron instantly that they do not need to pay at the kiosk when they are closed.



EXPANDED USE OF RIGHT AWAY (EUROW) – Wine Barrels, Flowers and Tree Planting:

ParkFlag, Beautification, Discover Flagstaff coordinated with streets and parks for the changes in the Aspen Avenue lane closure downtown, including adding more wine barrel plantings for public safety when the orange barriers are removed. Staff also organized a tree planting on October 29, planting 24 small blue spruce trees in the wine barrels; thank you to the Community Investment Team, the Downtown Business Alliance, Public Works, Discover Flagstaff, and all who participated!



BEAUTIFICATION AND ARTS & SCIENCE DECEMBER HIGHLIGHTS:

TRAFFIC SIGNAL CABINETS CONTINUE: The installation Adam Nash's *Sunflowers* at Butler and San Francisco was completed, see images below.

Above: Images of Adam Nash's art at the traffic signal boxes on Butler and San Francisco when installation was near completion. The right side of the smallest box also contains a quote that reads "Turn your face to the sun and the shadows fall behind you."

The cabinet also states the City Council's mission.



LARGE HOLIDAY ORNAMENTS: These were purchased by Beautification in previous years, including the large ribbon that found a new home at the Flagstaff Mall, and the large Orb at the Fourth Street Gateway (image below, right). Thanks to the Community Investment team and Parks for their partnership on these.



PROJECT UPDATES

- **Main Library Entry Project:** Staff presented the contract for the selected entity, Jones Studio Inc, for the public art portion of this project; it was approved by Council. Maria Salenger, the selected public artist as part of Jones Studio Inc, the selected entity for the public portion of this project, joined design team meetings. Staff created a public [survey](#) related to the project with over 140 responses at this time.
- **Downtown Connection Center:** Staff held design kick off meeting with artist team and Mountain Line team covering: 1) Overall schedule milestone review/What is the first milestone on the horizon? 2) Future regular meetings. What day/time slot? How often? Who else to include? And 3) Immediate resource requests from Haddad/Drugan and immediate needs of other team members.
- **Courthouse Exterior Artwork:** Staff presented the artist's proposal at City Council's Work Session. Staff finalized the contract with the artist, met with the artist about community suggestions to tweak the proposal, and reached out to capital project staff on lighting options.
- **Expanded Use of Right-of-Way (COVID Response):** The blue spruce trees and planters provided with Beautification funds were utilized to secure new outdoor gazebos to provide additional options for outdoor social distancing.
- **Airport Parking Beautification Project:** Staff worked with procurement on finalizing contract with signatures. Staff hosted a kick-off meeting with public works project manager and airport director. Staff began designing community input programs for remote meetings planned for January.
- **Vacant Property Activation with Public Art:** Staff continued outreach to business owners and the public.

PROGRAM UPDATES

- **Inclusion of Art/Artists/Creatives in Regional Plan Update:** Staff met with planners from the City and County to plan how to integrate arts into the plan update. Planners will present to BPAC in January for use of existing budgeted funds for this.
- **ArtWins Presentation:** Staff and several BPAC Commissioners participated in a presentation from ArtWins to the Flagstaff Arts Council and a discussion on if the community is interested in moving forward with this potential Arts Festival opportunity. Considerations include an early commitment to a temporary art installation in 2021, how this would meld with the Flagstaff arts leadership art festival idea and application submitted to the National Endowments for the arts, and the fit and capacity.
- **Public Art Walking Tour:** Staff continued to work on creating this tour and tested out the draft tour.
- **Juvenile Court Indoor Art:** Staff provided information to the Court on opportunities for funding.
- **Inquiries about the Beautification in Action Grants:** Staff met with community members interested in this opportunity and fielded questions from the public about this newly revamped grant opportunity.
- **Surveying the Art, Science and Culture Sectors:** Staff worked on draft survey of the sector, including COVID impacts, to be sent out as part of Flagstaff Arts Council's annual survey.

BEAUTIFICATION AND ARTS & SCIENCE YEAR-END HIGHLIGHTS:

RELIEF GRANTS FOR ART, SCIENCE AND CULTURE NONPROFITS: Council expressed support for relief funds to move forward where we reallocated \$100,000 Art and Sciences BBB funds from capital projects that are stalled or anticipated for a later date to a relief fund to help our local nonprofits in these sectors weather the storm. The grants are in partnership with the Flagstaff Arts Council.

BUFFALO PARK INTERPRETIVE SIGNS INSTALLED: When the public enjoys a break from indoor quarantine, they are now greeted by colorful interpretive signs on the history and wildlife of Buffalo Park! The signs are National Park Service-compliant materials. A huge thank you to the talented **Jennifer Schaber at Discover Flagstaff for her design work** and text edits on the panels!



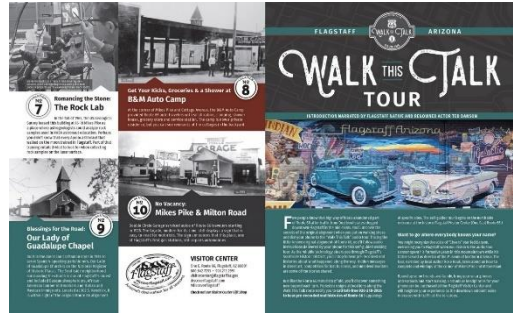
DOWNTOWN FLOWER PILOT PROJECT: Large planters in Heritage Square were planted with lovely seasonal and pollinator-friendly plants! These provided a splash of color to cheer our community and visitors and heavily visited by butterflies and other visitors from afar. This project provided local jobs and supported local businesses.



BOYS AND GIRLS CLUB MURAL: Artist Isaac Caruso provided this free mural to the City of Flagstaff. It is one page of a children's book Mr. Caruso is creating, with each page a mural in Arizona.



ROUTE 66 MONUMENT: Marking the Route 66 Historic Trail is a focus of the City of Flagstaff, with increased efforts over the last few years with projects such as the 'Walk this Talk' tour in the historic core of the city and iconic Flagstaff Gateway monuments. The monument marking the western edge of the city, near the historic McCallister Ranch, was completed. Thank you to the Capital team for partnering with us on this project. *Route 66 monument completed at the western edge of the city. Design: WLB and Thinking Caps.*



Fourth Street Bridge: Staff had several site visits to work with ADOT on paint color selection and application for the 'rock' barrier section of the bridge. *(See the pinecone art)*



TRAFFIC SIGNAL ART BEGAN:
Christy Moeller's Traffic Signal Cabinet Art: Installation of the wrap for Christy Moeller's *Here Comes the Sun* (see pictures below) was completed at Cedar and Gemini near the entrance to Buffalo Park and NACET.



ECONOMIC DEVELOPMENT DECEMBER HIGHLIGHTS: (Business Attraction, Retention & Expansion)

Business Attraction:

JOB CREATION INCENTIVE: The Job Creation Incentive had its first successful candidate. **Katalyst Space Technologies** has been awarded this incentive and may request reimbursement for qualified expenses up to \$15,000, that can be used towards expenses like employee relocation, workforce development and training, or site improvements that provide public benefit.

- *Katalyst is a fledgling aerospace company that is currently in contract discussions with NASA and the U.S. Military and will bring 31 new jobs to Flagstaff over the next three years. They plan to work closely with NAU, Lowell Observatory, and USGS which is part of the reason why they wanted to make Flagstaff their new home. We are very excited to welcome Katalyst to our community as they shoot for the stars.*

SUSTAINABLE AUTOMOTIVE REBATE PROGRAM: The Sustainable Automotive Rebate program has had four applications processed to date. Staff will also be reaching out to dealerships here in town to begin to collect feedback on this program and how to improve it.

ATTRACTION EFFORTS: ECoNA and Staff have been coordinating with three major potential employers over the last three months to encourage them to choose Flagstaff:

- A site visit with a potential manufacturing employer was conducted in early October. This company would bring 70-100 new jobs in the first two years of operation.

- Several site visits have occurred over the last two months with a potential manufacturing employer who produces automotive materials for electric vehicles. This company would bring 300-350 new jobs in the first three years of operation.
- Project Thunderbird: A third party coordinator came to Flagstaff in mid-November for a site visit to determine if Flagstaff would be the right fit for the company they represent. This company said they will add over 100 jobs per year for 10 years.
- In-N-Out has submitted their site plan for the location on Milton (Old Pizza Hut) and staff is currently in substantive review for this project. A Traffic Impact Analysis (TIA) was conducted by ADOT and the developer will resubmit their plan in early January.

Business Retention & Expansion:

INNOVATE WASTE/PERSONNEL PROTECTION EQUIPMENT (PPE) CHALLENGE: *Bee Well* (<https://beewell.care/>)

is the winner of the 2020 Innovate Waste/Personal Protection Equipment (PPE) Challenge!

- ***Bee Well*** presented to the staff of Moonshot@NACET, then presented to a panel of entrepreneurs to emerge as the business that will receive \$5,000 to grow their business and an additional \$3,000 in services from Moonshot@NACET.
- ***Bee Well*** hand sanitizer is an organic, locally made, geranium-eucalyptus hand sanitizer spray. It is their goal to create a quality hand sanitizer sourced from U.S. manufacturers and to dedicate their profits to long-term mutual aid for communities in northern Arizona most affected by the current health crisis.
- The announcement of the winner of the Innovate Waste/PPE Challenge wrapped up the first week-long event called Makers & Shakers. The Makers & Shakers event developed by Moonshot@NACET and sponsored by the City of Flagstaff and APS delivered hour long morning events each day that provided information that any entrepreneur may need to grow their business, followed by Happy Hour interviews of entrepreneurs in and around Flagstaff. All the informative and inspirational events were free and delivered remotely. Please consider watching each of the videos to experience the work of Moonshot@NACET for yourself at <https://www.moonshotaz.com/makers-shakers.html>. You will be proud of the Moonshot@NACET Team!

BUSINESS RETENTION AND EXPANSION INCENTIVE (BREI): BR&E staff worked with an interdisciplinary team to review the first round of applications for the Business Retention and Expansion Incentive (BREI) and one business will be awarded!

- ***CozyHome*** is a Flagstaff-serving Home Performance Contractor dedicated to reducing greenhouse gas emissions through home energy retrofits.
- Since 2012, ***CozyHome*** has performed retrofits on over 700 houses and reduced emissions equivalent of making 120 homes net zero energy. This has benefitted the community in many ways including: reduced energy costs for homeowners and renters in a town with a high cost of living, reduced air pollution through decreased emissions, reduced water usage by reducing energy usage, increased comfort levels for renters and homeowners.
- ***CozyHome*** will use the grant to deliver phase change materials (PCM) to homes throughout the region, training people in the application and installation of the PCMS which act as a thermal battery for any building. The load shift for heating and cooling is a giant step to address climate change and Cozy Home is bringing it to Flagstaff!

WORKFORCE ASSISTANCE: BR&E staff was contacted by a local business that was struggling to find two employees with specific experience levels; one, a skilled mechanic, and the other a general trades/handyman. Staff reached out the ARIZONA@WORK Coconino County One-Stop Operator as they are charged with connecting job seekers to employment opportunities. Within two days, the ARIZONA@WORK Coconino County One-Stop Operator had a potential candidate.

Staff was able to connect the business and the potential candidate. Whereas we don't have any information on whether the business hired the candidate, this scenario demonstrates the power of the workforce network in our community and the power of partnerships.

ROUND 2 of the ARIZONA COMMERCE AUTHORITY (ACA) SAFE OUTSIDE RESTAURANT ASSISTANCE PROGRAM GRANT:

The State of Arizona created the ***Safest Outside Restaurant Assistance Program***, which is designed to assist bars and restaurants with funding for the infrastructure needed to expand their premises. With \$1 million total in the fund, businesses may apply for up to \$10,000 to cover expenditures for items restaurants need to extend their premises to approved outdoor spaces such as outdoor furniture, barriers, patio heaters, or parklets. Eligibility requirements include:

- Licensed restaurants and bars
- Fewer than 50 full-time equivalent employees
- Must comply with all COVID-19 related executive orders
- Must demonstrate a new extension of premises that has been approved by the local governing body and the Arizona Department of Liquor Licensing and Control (if applicable)
- Must submit a complete application, including a budget (incomplete applications will not be considered)

For additional guidelines and application, go to: <https://www.azcommerce.com/covid-19/financial-resources/safest-outside-restaurant-assistance-program/>

Restaurants and bars should consider this grant as they plan for next spring and summer in Flagstaff when the Expanded Use of Right of Way (EUROW) is reinstated.

EXPANSION EXPLORATIONS: BR&E staff was contacted by two different entities seeking to grow in Flagstaff. One is a collection of three existing businesses that are exploring ways to create a technical park that will bring together tech companies while also meeting the individual businesses expansion needs. This concept would serve as a next step of sorts for businesses that have graduated from an accelerated incubation and need continued collaborations and support. The other entity is a business that started in Flagstaff a few years ago and has grown their sales exponentially and now needs a space of their own. In both cases, staff provided real estate reports on available properties while providing other business resources including access to realtors.

BUSINESS ATTRACTION, RETENTION & EXPANSION YEAR-END HIGHLIGHTS:

NACET INCUBATOR AND ACCELERATOR: New wireless access points and cables were installed in the Business Accelerator and have significantly enhanced the wireless signal and speeds of internet service in the facilities.

ECONOMIC DEVELOPMENT TOOLKIT: The BR&E staff presented the Economic Development Toolkit to Flagstaff City Council recently inviting Buxton Company and the Arizona Commerce Authority to join in the presentation. Staff provided several examples of ways that the Economic Development engages existing and prospective businesses. Buxton shared some of the information from the healthcare gap analysis. The Arizona Commerce Authority (ACA) presented about the tax provisions known as Opportunity Zones. For this information, please reach out to jsaltonstall@flagstaffaz.gov.

COMMUNITY S.T.E.M. CELEBRATION at the DOME: The Community S.T.E.M. celebrated at the Skydome with much success. Close to 2,000 people attended the event which convened community partners, businesses, and students of all ages to celebrate all things S.T.E.M. The Flagstaff Police Department attended bringing with them their "bomb robot". At one point, the operator of the robot said he would be driving the robot over to the COCONUTS Robotics Team just for fun!

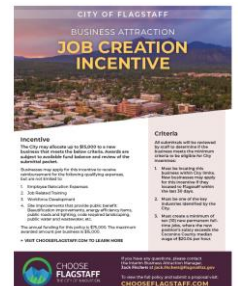
ADAPTIVE REUSE PROGRAM: Business Retention and Expansion Office delivered the **Adaptive Reuse Program** which was approved unanimously by City Council. The Adaptive Reuse program for the City of Flagstaff which is intended to help eligible small businesses to activate existing vacant spaces.

- An eligible applicant will plan to locate in a space that is 5,000 square feet or smaller, will attend a free pre-application meeting with Development Services, has a current business plan, and is working with a design professional.
- With all criteria met, an applicant may be awarded \$5,000 to be used to cover related development fees. This is a great opportunity for small businesses in Flagstaff. For more information, please contact the City of Flagstaff Business Retention and Expansion Manager at jsaltonstall@flagstaffaz.gov.

NORTHERN ARIZONA COUNCIL OF GOVERNMENTS (NACOG): The Economic Development Council (EDC) learned that the Comprehensive Economic Development Strategy (CEDS) was officially approved by the Economic Development Administration (EDA) concluding an extensive process to update the document. Incidentally, the document met every single requirement of the EDA. The CEDS is a five-year document identifying goals and action plans to achieve those goals. The EDC also unanimously approved a resolution to apply for an additional \$400,000 from the CARES Act supplemental grant.

BUSINESS INCENTIVES ESTABLISHED AND APPROVED: Council approved three new business attraction incentive policies. The outreach materials for these recently approved incentives have been completed and are available on the Choose Flagstaff website.

- **Business Attraction Job Creation Incentive:** This program looks to incentivize new business that are locating within the City of Flagstaff by offering up to \$15,000 that can be used for a variety of authorized expenses. Eligible new businesses must be within one of the City's targeted industries (previously mentioned above), create at least 10 full-time positions, and the average wage for those positions must be higher than the Coconino County median wage (>\$20.04 p/h). Applicants will be scored, and funding will be awarded based on their final application ranking. Awards are subject to the available fund balance for this program.
- **Business Attraction Development Reinvestment Incentive:** This program looks to incentivize new business that are locating within the City of Flagstaff by making a portion of the City construction contracting sales tax available for reimbursement for a variety of authorized expenses. A business may receive up to 0.5% of the construction contracting sales tax on the total taxable value of a project net of deductions. Eligible new businesses must be within one of the City's targeted industries, create at least 10 full-time positions, and the average wage for those positions must be higher than the Coconino County median wage (>\$20.04 p/h).
- **Sustainable Automotive Sales Tax Rebate:** This program looks to strengthen the automotive industry within the City of Flagstaff while also achieving the City's sustainability goals. Purchasers of a sustainable vehicle may receive a rebate on a portion of the City's sales tax. The program is designed to offer higher rebates for vehicles with a greater fuel efficiency, i.e. electric or hybrid, but are also available for fuel efficient vehicles with a high mile per gallon (mpg) rating. Flagstaff locals can apply for a higher rebate; however, non-local purchasers can also receive a reduced rebate. Rebates are subject to the available fund balance for this program.



MERCEDES-BENZ FLAGSTAFF: The luxury brand Mercedes-Benz is under new ownership and has re-opened their operations in Flagstaff! This is great news to many residents of Flagstaff and to northern Arizona in general. When Mercedes-Benz first came to Flagstaff, it took little time for their presence to be noticed as their vehicles were more

and more visible throughout the community. It is great news that they are open for business once again! Spread the word and consider stopping into Mercedes-Benz Flagstaff today!

LIBRARY SECTION



LIBRARY DECEMBER HIGHLIGHTS:

WINTER WINDOW DECORATIONS: Staff at the Downtown Library and East Flagstaff Community Library painted winter literary scenes on exterior windows for patrons to enjoy. The Library received tons of great feedback.

PARTNERSHIP WITH BEAUTIFICATION: Thanks to the Beautification department and facilities for helping us purchase and install some much-needed benches in the front of the East Library! Since computer reservations are again suspended, folks using the Wi-Fi now have somewhere more comfortable to sit and work.

GIVEAWAYS: We offered several fun & enriching giveaways outside the library in December – 40 family kits with cocoa, cider, ornament & card-making supplies, 50 letters to Santa & daisy chain kits, and 200 craft & treat bags. A mailbox was set up outside to accept both Santa letters for delivery and donated cards, which were dropped off to the Rehab Hospital of Northern AZ.

LAUNCH FLAGSTAFF PARTNERSHIP: EFCL and the Youth Services department Downtown worked with LAUNCH Flagstaff on a grant from the Molina Foundation to help get books into the hands and homes of low-income families during COVID-19. EFCL hosted a give-away event in December and distributed 65 books. There are upwards of 17,000 books in the library loading dock for distribution, and we will be working with several local organizations including the Family Food Center, North Country, FUSD, Head Start, and more to distribute the books in 2021.

VIRTUAL PROGRAMMING AT COUNTY LIBRARIES: Below are new video links among a series discussing mining and mineralization in Coconino County recently uploaded to YouTube as part of the fulfillment for a virtual programming State Library grant.

- **Forest Lakes Community Library:** Denison Mine <https://www.youtube.com/watch?v=BPAPJSV3Oiw>
- **Fredonia Public Library:** Ryan Mine & Townsite
<https://www.youtube.com/watch?v=fTGdLELrWr4&t=122s>
- **Grand Canyon Public Library:** Sun Valley Mine
<https://www.youtube.com/watch?v=uHHzwmJZnWg&t=19s>
- **Page Public Library:** White Mesa Mine <https://www.youtube.com/watch?v=D3rEtP785QE&t=27s>

LIBRARY YEAR-END HIGHLIGHTS:

REFERENCE PROGRAMS AND PRODUCTIONS: In 2020, the Downtown Library's Reference department hosted 251 live programs with 4,640 attendees and created approx. 350 pre-recorded productions with 97,837 views.

Thanks for taking the time to add some winter fun to the library windows. My little guy waves to Peter everyday when we pass. This is him getting out to high five Peter



LIBRARY SOCIAL MEDIA GROWTH: The Library's social media reach grew substantially in 2020. Pinterest monthly views are up to 12,600 from 3,000 in January 2020. The Library's YouTube Channel now has 139 subscribers, up from 0 in January 2020. The Facebook page now has 4,576 followers, up from 3,366 in January 2020. The Instagram account now has 2,246 followers, up from 1,363 in January of 2020.

LIBRARY OUTREACH TOUCHES LIVES: Staff presented at the local domestic violence shelter and while there, handed out free books. When a woman took the book "Just Mercy," she started tearing up as she told how she hadn't seen her son in a while, but he had been asking her to read this book. She said, "It was meant to be that you were here tonight to give me this book!" Another example of how our library is positively impacting members of our community.

LIBRARY LOVE: A patron sent the following comment by email, *"My family and I are eternally grateful for everything the library does. Please let me know if there is anything, we can do to help the library get through this difficult time."* We told him that using our online resources and participating in our online programming is the best way to support us right now. In addition to the many grateful patrons we speak to on the phone and hear from via email, one community member, Dan Liguori, reached out to City Council saying, *"I would like to personally compliment the City of Flagstaff Library on the excellent customer service to the public and residents of Flagstaff. The librarians and staff members have provided me great customer service and have been an honor to meet."*



GOODNIGHT FLAGSTAFF: Staff partnered with members of the community to read a chapter of Harry Potter and the Sorcerer's Stone every night. Interested parties were asked to record themselves reading a specific chapter which was then uploaded as an audio file to [YouTube](#), Google Drive, and [Crater Community Radio](#). A new chapter was uploaded every night at 8pm and posted to the Library's Facebook page: www.facebook.com/flaglib/.

TEXT SERVICE: Staff began text reference services Mon-Fri from 10a-2p. Patrons can text us to renew their library cards, get questions answered, or get help finding information. Staff sent out weekly texts for each age group – early literacy tips to the preschool list, activity ideas to the children's list, anime recommendations & gaming tips to the teen list, and for adults, word of the week, this week in history, and a weekly haiku challenge!

CURBSIDE PICKUP: The library began offering curbside pickup for holds currently.

- **Curbside Appreciation:** We received a phone call from one of our patrons who wanted to express how grateful she is that the library has been able to provide curbside service during the past 6 months. She stated, *"I've been regularly using your curbside service during this time and I really don't know what I would've done without it. I know a lot of other people feel the same way, so I wanted to call and let you know."*



AVAILABLE FROM HOME: A pre-recorded preschool story time put together by Youth Services staff was made available online. Staff upped the ante by adding special effects! Our first had over 200 views. The photos are of some of our young patrons watching Jessica's story time.

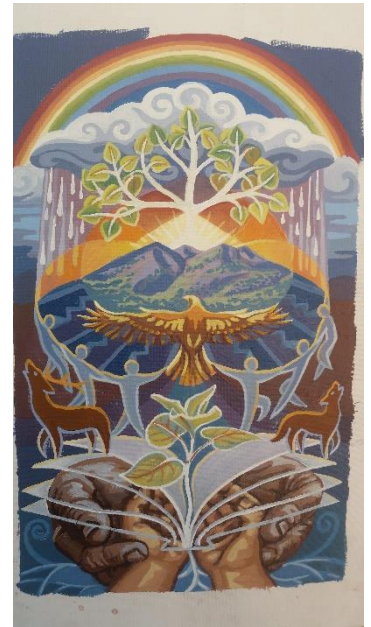
3-year-old Radeen eating dinner while watching the Flaglib virtual story time



2.5-year-old Charlie singing along and doing the motions while watching the Flaglib virtual story time



TWEEN MURAL: Staff received 153 votes (131 online and 22 physical), and 77 of them were for this design (shown to the right). Staff worked with Mural Mice to make some last-minute modifications based on final survey feedback. Elements were added to the mural such as... words between the connected arms in the circle of human figures, representing concepts like hope & unity, in English, Spanish, Dine, and Hopi. There will also be a small fish hidden in one of the raindrops.



LGBTQIA+ RESOURCE GUIDE: Staff created this excellent digital LGBTQIA+ resource guide: <https://www.flagstaffpubliclibrary.org/DigitalLGBTResources.pdf>

NEW ONLINE SERVICE: Staff made it possible for patrons to now apply for a library card through our website.



GROW WITH GOOGLE: The Downtown Library partnered with Grow with Google to host the webinar "Use YouTube to Grow Your Business" in support of the local business and nonprofit community. Participants learned best practices for creating a YouTube Channel and compelling video content to promote their products and

services and drive engagement with their brand. 19 patrons attended the live program, and another 23 patrons received a copy of the presentation via email.

TOURISM SECTION



TOURISM DECEMBER HIGHLIGHTS:

LODGING METRICS: (From November – Note: we always report a month behind)

- **Occupancy:** -0.6% (This number is amazing to see!)
- **Average Daily Rate (ADR):** -5.7%
- **Revenue per available room (RevPAR):** -6.2%

Following are the metrics that apply to traditional accommodation for November 2020.

The occupancy and ADR (average daily rate) are improving YOY, month-by-month, since the low of April '20. People are clearly feeling more comfortable traveling and the drive-market customers are coming. The team continues to message responsible travel and safety in-market.

Nov	2019	2020	Diff
OCC	60.9%	60.6%	-0.6%
ADR	\$91.05	\$85.84	-5.7%
RevPAR	\$55.46	\$52.01	-6.2%

VISITOR CENTER:

- **WALK-INS:** Down 54%, **RETAIL SALES:** Down -29%
- **Model Train:** Model Train ran 111 times in the month of December.
- **Snowplay Hotline:** Snowplay Hotline launched December 1st providing a resource for visitors looking to come to Flagstaff for Snowplay.
- **Visitor Information:** Provided visitor assistance in person, over the phone and via email while educating visitors on masking requirements. See common questions received below:
 - What's open a Grand Canyon?
 - What local attractions are open?
 - Best time and areas to see fall colors.
 - Outdoor recreation ideas such as hiking, biking, and National Monuments.
 - What restaurants are open for dine in or patio service?
 - Restaurants serving Christmas and Christmas Eve meals or take out.

December	2019	2020	Change	FY20	FY21	Change
Walk-ins	9,408	4,312	-54%	89,375	41,537	-54%
Retail Sales	\$16,793	\$11,906	-29%	\$162,269	\$110,502	-32%
Snowplay Hotline Calls	1,157	1,819	57%			

TRAVEL TRADE:

ACTIVITIES: Content sent for Charitable Travel, UK Landing Page; USTravel Webinar; Connect Tour Webinar; Go West Summit Campaign; Visit USA France newsletter content (first draft); Edit Visit USA UK Digital Content; PhocusWire/Mt. Sinai Covid Webinar; Finalized Brand USA content for Canada and Mexico January events; Hermann Global Call – Leave No Trace initiative w/Moab; Flagstaff Sister Cities Call; VG Listing Assistance; AOT Website Review

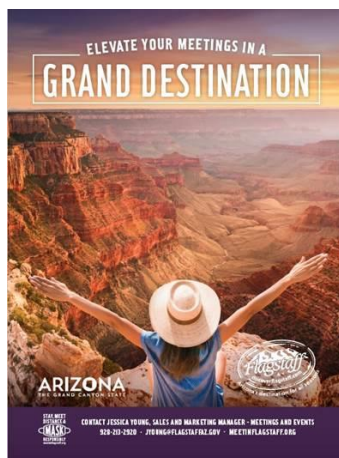
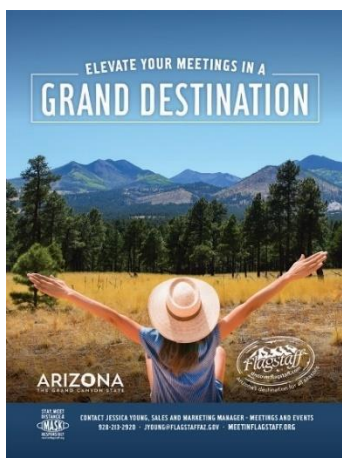
MEETINGS/EVENTS/CONFERENCES:

DOWNTOWN OUTDOOR SEATING: Staff worked with other City Staff and the DBA Director to research outdoor winter dining options and managed the gazebo project.

ARIZONA OFFICE OF TOURISM (AOT) MARKETING CO-OP: Through a CARES grant AOT partnered with Arizona cities to market to meeting planners. This co-op included:

- USAE (a publication serving the association meetings community):
- 3 Full Page print ads
- 2 E-blasts
- Exclusive Banner ad
- Audience targeting display, video to key markets in the U.S.

The video, ads and e-blasts messaged “We look forward to seeing you when we are all back on our feet” and the Stay, Meet, Distance and Mask responsibly logo and messaging. These were targeted specifically to planners looking to book future meetings and conferences.



MARKETING & MEDIA RELATIONS: (DECEMBER produced 51 print articles and 441 digital articles.)

December 2020 media coverage proved to be an amazing month for Flagstaff tourism with the Christmas star event! Lowell Observatory garnered the lion's share of media exposure domestically and internationally. Typically, not included in the monthly report narrative is international but Flagstaff's Lowell Observatory was on the media's domestic and international digital radar and global map as the featured location to watch an interactive YouTube livestream of the Grand Conjunction of Saturn and Jupiter.

Other topics included Arizona Snowbowl skiing, Museum of Northern Arizona Winter Market, Mother Road Brewery, pineconedrop.com and the holidays as well as a few lists.

Print (circ: 2.3m/value: \$21k) Broadcast (reach: 8.5m/value: \$78k) Digital (reach: 2.7b/value: \$25m)

COVID19 Coverage Related to Flagstaff Tourism (circ: 714k/ Value: \$6k)

International Coverage (circ. 1b/value: \$9.9m)

See below for some article highlights, please enjoy reading them:

Jupiter and Saturn Will Form Rare Christmas Star on Winter Solstice: <https://www.discovermagazine.com/the-sciences/jupiter-and-saturn-will-form-rare-christmas-star-on-winter-solstice>

18 Christmas Getaway Ideas in Arizona: <https://www.tripstodiscover.com/christmas-getaway-ideas-arizona/>

Arizona Snowbowl marks milestone with launch of gondola Saturday: <https://ktar.com/story/3743166/arizona-snowbowl-marks-milestone-with-launch-of-gondola-saturday/>

AZ Game & Fish Says Cheers To Wildlife with Mother Road Brewing Co.: <https://mybeerbuzz.blogspot.com/2020/12/az-game-fish-says-cheers-to-wildlife.html>

America's charming historic downtowns (slide 6): <https://www.msn.com/en-us/travel/tripideas/americas-charming-historic-downtowns/ss-BB1bUPWK>

Jupiter and Saturn come together this month in 'Planetary Kiss': <https://news.yahoo.com/jupiter-saturn-conjunction-181543006.html>

The 10 Best Places to Visit in Arizona (Flagstaff #4): <https://www.tripsavvy.com/best-places-to-visit-in-arizona-5080035>

Watch for the 'Christmas Star' as Jupiter and Saturn come closer than they have in centuries:

<https://edition.cnn.com/2020/12/16/world/christmas-star-jupiter-saturn-conjunction-scn-trnd/index.html>

These Ultra-Chill Ski Towns Have All The Power And Half The Crowds: <https://www.msn.com/en-us/travel/tripideas/these-ultra-chill-ski-towns-have-all-the-power-and-half-the-crowds/ar-BB1c7GkP>

6 Colleges for People Obsessed with Snow: <https://www.niche.com/blog/6-colleges-for-snow-lovers/>

Work and a few vacations each year is all we've done for the past 34 years' — This couple has \$2.6 million and no idea where to retire: <https://www.morningstar.com/news/marketwatch/20201229465/work-and-a-few-vacations-each-year-is-all-weve-done-for-the-past-34-years-this-couple-has-26-million-and-no-idea-where-to-retire>

10 Epic Winter Getaways in the USA (Part II): <https://passportmagazine.com/10-epic-winter-getaways-in-the-usa-part-ii/>

Weird New Year's Eve drops to watch: A fish named Wylie, a lighted blueberry and cheese:

<https://www.usatoday.com/story/news/nation/2020/12/30/new-years-eve-2020-cities-drop-giant-weird-objects-2021/4075229001/>

WEBSITE:

- Domestic site visits increased 6% from states including TX +37%, NV +52% and AZ +11%.
- Webcam landing page was the most visited, however, the Great Pinecone Drop garnered nearly 14,000-page visits compared to about 9,000 page visits the year before, in other words that subject realized an increase of 56% YOY.
- Mobile device use increased 20% while desktop use decreased 13%. "Restaurants" was a top 10 search term which was promoted as part of the Great virtual Pinecone Drop.
- Holidays, winter adventure, TTD and travel advisories were among most visited pages, another big winner is the "meeting planners" page which increased more than 4,000% due in large part to OTT marketing efforts.

EMAIL CAMPAIGN:

Discover 'New' – reached 12,089 with a 28% open rate. Highest increases went to Visitor guide requests, the Pinecone Drop, Lowell Observatory private tours and Snowbowl's new Arizona Gondola.

SOCIAL MEDIA:

- **ORPHEUM MERCHANDISE:** Social story-video created promoting Orpheum Theater merchandise sold at Rainbows End. The video was posted on TikTok, Facebook and Instagram with 1,070 views on Facebook.
- **DOWNTOWN GAZEBOs:** Social story-video promoting the new Gazebo's downtown. The video was posted on TikTok, Facebook and Instagram with 1,655 views on Facebook.
- **PINECONE DROP:** Social story-video promoting the Virtual Pinecone drop. The video was posted on TikTok, Facebook and Instagram with 1,323 views on Facebook.



CREATIVE SERVICES:

ADVERTISING:

- **COVID MESSAGING CONTINUED:** Staff produced multiple digital ads with Covid messaging supporting local carry-out, DBA events, virtual FSO holiday concerts, virtual Pinecone Drop (also served as notice of no street gathering), local Giving Advent Box and Stay & Play Sweepstakes.
- **2021 VISITOR GUIDE:** More pages! More listings! More content! The newly designed 80-page guide includes all Flagstaff (BBB) restaurants, hotels and local attractions to better assist visitors with future trip planning. Prepared and sent RFQs for printing services. Delivery of 95,000 planned for first week of February. New listings were provided to staff to enter on IDSS/discoverflagstaff.com for January.
- **GREEN BOOK BROCHURE:** Designed the Green Book walking tour brochure.
- **MEET IN FLAGSTAFF ADS:** Created three "Meet in Flagstaff" full-page print ads, multiple digital ads, and an e-blast for Arizona Office of Tourism.
- **LOCAL MEDIA:** Designed print and digital ads for Flagstaff Business News and the Arizona Daily Sun.
- **DRIP CAMPAIGN:** Finalized the Drip Campaign updates for December.
- **SMALL ACT/BIG DEAL:** Continued Small Act, Big Deal advertising via banners, digital, print and NAIPTA bus wraps.



VIDEO:

- Worked with videographer to finalize the [Green Book video](#).
- Organized a video shoot with the Flagstaff Symphony Orchestra at Ardrey Auditorium for the upcoming virtual Pinecone Drop.
- Worked with videographer to finalize the virtual [Great Pinecone Drop video](#).
- Created a [30 second and 14 second video](#) ad for an AOT co-op promoting meetings and events.

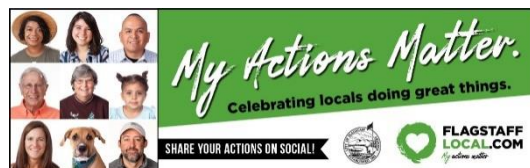


PARTNERSHIPS:

- Staff assisted Northern AZ DX Association (Amateur Radio Club) with certificate graphics for February "I heart Pluto" celebration in conjunction with Lowell Observatory.

CITY JOB:

- Worked on the City of Flagstaff GIS logo design.
- Completed the City of Flagstaff website [hero video](#).



WEBSITE:

- Created a landing page for the virtual [Great Pinecone Drop](#).
- Began creation for a landing page to showcase galleries.



TOURISM YEAR-END HIGHLIGHTS:

VIOLA AWARD WINNERS: *Discover Flagstaff* Team, along with several other community partners, won the **COMMUNITY IMPACT (ORGANIZATION)** award for our 18-month long **LUNAR LEGACY** campaign.

PLEDGE WILD: This pledge is a program that Discover Flagstaff works on with other similar cities to have our visitors and locals realize the desire to keep our wild places intact. It offers an opportunity to donate to our program.



'IT PAYS TO MEET' CHANGES TO 'IT PAYS TO REBOOK': Staff continued to work on enhancing our program where our meeting planners get an incentive to book their meetings in Flagstaff. With the crisis, there were a lot of meeting cancellations. Staff is revamping the program so that when it's safe to meet again, we encourage the meeting planners to re-book in Flagstaff.

ADOT SIGN REVEAL: Economic Vitality Director and Mayor Coral Evans, along with Discover Flagstaff team, worked with the Arizona Office of Tourism (AOT) for years to market Flagstaff. We were happy to find out that we were **one of six ADOT signs** that were being revealed and used to replace the Arizona Centennial signs throughout Arizona. Flagstaff's sign shows our majestic, snow-covered San Francisco peaks and our pine forest. (Picture: Mayor Evans receiving a framed copy of the sign from Debbie Johnson, Director of AOT at a March council meeting).



STORY HIGHLIGHTS FOR FLAGSTAFF: Important to share the press we received throughout the year so you can refer to it when needed. It should blow you away to see these in their entirety along with the December mentions above. (Nice work Discover Flagstaff!!!)

We did it: Deco Drive's Lynn Martinez marries her guy in a secret ceremony in the snow: <https://www.miamiherald.com/miami-com/miami-com-news/article238904818.html>

Most educated county in every state: <https://www.msn.com/en-us/money/education/the-most-educated-county-in-every-state/ss-AACoTv4>

Get free admission to more than 100 national parks on Martin Luther King Jr. Day:

<https://www.usatoday.com/story/travel/experience/america/national-parks/2020/01/16/mlk-day-national-parks-free-jan-20-martin-luther-king-jr-day/4488682002/>

SpaceX launches 60 more satellites, trying to tone them down: <https://abcnews.go.com/Technology/wireStory/spacex-launches-60-satellites-tone-68107610>

52 Weekend Adventures 2020 Edition: <https://www.phoenixmag.com/2020/01/22/52-weekend-adventures-2020-edition/>

The Force is With Our People examines influence of Star Wars on contemporary native artists:

<https://www.forbes.com/sites/chaddscott/2020/01/12/the-force-is-with-our-people-examines-influence-of-star-wars-on-contemporary-native-artists/#7b384d356ea5>

12 Top-Rated Hiking Trails in Arizona: <https://www.planetware.com/arizona/top-rated-hiking-trails-in-arizona-us-az-70.htm>

Forest Service Oks replacement of lift at Arizona Snowbowl (AP story): <https://www.washingtontimes.com/news/2020/mar/7/forest-service-oks-replacement-of-lift-at-arizona/>

Arizona Snowbowl is adding a high-speed lift for 2020-21 season: <https://www.azcentral.com/story/travel/arizona/road-trips/2020/03/07/arizona-snowbowl-new-high-speed-ski-lift-2020-21-season/4968983002/>

Fresh Powder at the Arizona Snowbowl resort: <https://www.accuweather.com/en/videos/fresh-powder-at-the-arizona-snowbowl-resort/UbBI9wW2>

Now what's going on with Betelgeuse? The "Future Supernova" just isn't that cool, say astronomers:

<https://www.forbes.com/sites/jamiecartereurope/2020/03/06/now-whats-going-on-with-betelgeuse-the-future-supernova-just-isnt-that-cool-say-astronomers/#437a1eb73368>

How to Visit a National Park Without Actually Visiting a National Park: <https://www.msn.com/en-us/Travel/travel-trivia/how-to-visit-a-national-park-without-actually-visiting-a-national-park/ar-BB122xWq>

Snowbowl Preparing for Arizona's First Combination Lift: <https://www.newsbreak.com/arizona/flagstaff/news/oOewQ6Mw/snowbowl-preparing-for-arizonas-first-combination-lift>

Family travel five: Some safe havens in the summer of coronavirus: <https://www.arcamax.com/homeandleisure/parents/parentnews/s-2347333>

Bucket-list Road Trips for Every Decade of Your Life: <https://www.travelandleisure.com/trip-ideas/road-trips/best-us-road-trips-for-every-decade-of-life>

11 Top-Rated Campgrounds in Arizona: <https://www.planetware.com/arizona/top-rated-campgrounds-in-arizona-us-az-39.htm>

How to catch Tuesday's 'pink moon,' the biggest supermoon of 2020: <https://www.cnet.com/how-to/how-to-catch-tuesdays-pink-moon-the-biggest-supermoon-of-2020/>

These Eight Towns Are Exceptionally Committed to Sustainability: <https://www.sunset.com/travel/dream-towns-sustainability>

How DMOs like Flagstaff and Little Rock Are Supporting Local (Roundup): <https://crowdriff.com/resources/blog/flagstaff-little-rock-support-local>

The Magnificent Overlook in Arizona That's Worthy of a Little Adventure: <https://www.onlyinyourstate.com/arizona/magnificent-overlook-az/>

15 FUN Things to do in Flagstaff with kids! (+Food, Day Trips, & More): <https://blog.trekaroo.com/family-fun-flagstaff/>

15 Epic Micro adventures in the United States: <https://thetravellingmom.ca/microadventures-in-the-united-states/>

Cosmic Coffee, Cup No. 15 | What's Happening on Mars Hill? - Sky & Telescope: <https://skyandtelescope.org/astronomy-events/streaming-cosmic-coffee-cup-no-15-whats-happening-on-mars-hill/>

5 of Arizona's most kid-friendly campgrounds: <https://fabulousarizona.com/arizona-best/2020/07/15/5-of-arizonas-most-kid-friendly-campgrounds/>

America's most beautiful waterfalls: <https://www.msn.com/en-us/travel/tripideas/americas-most-beautiful-waterfalls/ss-BB16uzwM#image=8>

10 of the best places in the US for stargazing: <https://www.msn.com/en-us/travel/tripideas/10-of-the-best-places-in-the-us-for-stargazing/ss-BB16s6Uu#image=8>

6 Beautiful Lakes in Flagstaff: <https://trip101.com/article/lakes-in-flagstaff>

Discovering the Flagstaff Brewery Trail in northern Arizona: <https://www.wanderwithwonder.com/2020/07/08/flagstaff-brewery-trail-in-northern-arizona/>

The best hikes in all 50 states: <https://www.travelawaits.com/2549688/best-hikes-in-all-50-states/>

Fall in love with Flagstaff: <https://fabulousarizona.com/summer-vacations/2020/08/07/fall-in-love-with-flagstaff/>

9 Ways to spend a beautiful fall weekend in Flagstaff: <https://www.travelawaits.com/2551817/how-to-spend-a-fall-weekend-in-flagstaff-az/>

Best Fall Vacations: <https://www.foodandwine.com/syndication/best-fall-vacations>

Six stunning national parks you can reach by Amtrak: <https://www.forbes.com/sites/lealane/2020/08/20/six-stunning-national-parks-you-can-reach-by-amtrak--in-private-rooms/>

7 National Parks and Monuments you might not know about, but should: <https://www.travelawaits.com/2552539/national-parks-and-monuments-you-might-not-know-about/>

3 Flagstaff summer hikes with mountain views and fields of flowers: <https://www.azcentral.com/story/travel/arizona/hiking/2020/08/20/best-wildflower-summer-hikes-flagstaff-az-coconino-national-forest/5612676002/>

America's most historic and beautiful towns: <https://www.msn.com/en-us/travel/tripideas/americas-most-historic-and-beautiful-downtowns/ss-BB18DKDQ#image=6>

Top 20 National Forests in America for camping and hiking: <https://greenglobaltravel.com/national-forests-in-america/>

Ancient life on display at Arizona national monument: <https://www.reviewjournal.com/life/travel/ancient-life-on-display-at-arizona-national-monument-2112791/>

12 Easy fall day trips from major U.S. Cities: <https://www.msn.com/en-us/travel/tripideas/12-easy-fall-day-trips-from-major-us-cities/ss-BB19xxcP#image=3>

7 Incredible things to explore at Walnut Canyon National Monument: <https://www.travelawaits.com/2553900/things-to-explore-at-walnut-canyon-national-monument/>

Top 10 weird and wonderful USA roadside attractions: <https://www.lonelyplanet.com/articles/top-10-roadside-attractions-usa>

The Parks less traveled: https://www.theepochtimes.com/the-parks-less-traveled_3488420.html

11 of the most beautiful fall destinations in Arizona: <https://www.onlyinyourstate.com/arizona/most-beautiful-fall-places-az/>

America's most mysterious places revealed: <https://www.msn.com/en-us/travel/tripideas/americas-most-mysterious-places-revealed/ss-BB19gAlo#image=19>

The 25 Best Burgers In Arizona (Diablo Burger #23): https://bigseventravel.com/2020/10/arizona-burgers/?utm_source=rss&utm_medium=rss&utm_campaign=arizona-burgers

50 Most Haunted Places in America (Hotel Monte Vista #17): <https://www.yahoo.com/lifestyle/25-real-life-places-america-193702557.html>

Explore the world's darkest and most sunlit cities (flagstaff slide #11): <https://www.msn.com/en-nz/entertainment/celebrity/explore-the-worlds-darkest-and-most-sunlit-cities/ss-BB19Hlve>

11 Campsites for an Unforgettable Arizona Wilderness Experience (Sunset Crater/Bonito Campground): <https://www.thrillist.com/travel/nation/best-camping-in-arizona>

Rural Vacation Towns Made It Through the Summer. Now What?: <https://www.toronto.com/news-story/10220188-rural-u-s-vacation-towns-made-it-through-the-summer-now-what/>

Most educated county in every state (Flagstaff slide #4): <https://www.msn.com/en-us/money/careersandeducation/most-educated-county-in-every-state/ss-BB18xbQY>

30 Most Visited Cities in the U.S. by Foreigners (Flagstaff #15): <https://finance.yahoo.com/news/30-most-visited-cities-u-145000465.html>

Flagstaff to Grand Canyon is one of Arizona's most gorgeous drives. Here's how to do it.:

<https://www.usatoday.com/story/travel/advice/2020/10/12/arizona-scenic-drive-san-francisco-peaks-loop-flagstaff/5939274002/>

Fort Collins, Ann Arbor top list of America's 100 best places to live (Flagstaff #85): <https://www.dailymail.co.uk/news/article-8831517/Fort-Collins-Ann-Arbor-Madison-list-100-best-places-live-US.html>

The most beautiful college town in every state (Flagstaff slide #4): <https://www.msn.com/en-nz/travel/tripideas/the-most-beautiful-college-town-in-every-state/ss-BB1akl2P>

Natural beauty year-round in Flagstaff, Arizona: <https://www.statesman.com/lifestyle/20201112/natural-beauty-year-round-in-flagstaff-arizona>

Every state's most beautiful college town: <https://www.msn.com/en-nz/travel/tripideas/every-states-most-beautiful-college-town/ss-BB1aOqk2>

America's spectacular spots for stargazing (Flagstaff #2): <https://www.msn.com/en-us/travel/tripideas/americas-spectacular-spots-for-stargazing/ss-BB1aETVK#image=2>

Searching for the remote: Hidden US travel destinations: <https://www.msn.com/en-us/travel/tripideas/searching-for-the-remote-hidden-us-travel-destinations/ss-BB1bcJVH#image=41>

10 Best National Parks and Monuments in Arizona and How to Visit Them: <https://www.msn.com/en-us/travel/tripideas/10-best-national-parks-and-monuments-in-arizona-and-how-to-visit-them/ar-BBUYVct>

The Best French Fries in Every State (Diablo Burger): <https://www.eatthis.com/best-french-fries-every-state/>

This Northern Arizona Town Is the Gateway to a Thrillingly Unexpected Wilderness: <https://www.thrillist.com/travel/nation/things-to-do-in-flagstaff-arizona>

Every State's Best Winter Travel Destination: <https://www.msn.com/en-us/travel/tripideas/every-states-best-winter-travel-destination/ss-BB1broU1#image=4>

The 7 Best Ski Trips Near Phoenix: <https://www.thrillist.com/travel/phoenix/best-skiing-near-phoenix>

Things You Can Get For Free in Every State (Joy Cone Featured): <https://finance.yahoo.com/news/things-free-every-state-170000464.html>

Are these America's most mysterious places?: <https://www.msn.com/en-us/travel/tripideas/are-these-americas-most-mysterious-places/ss-BB1beNKT#image=19>

SOCIAL MEDIA:

- Staff shared people wearing masks
- Fire Restrictions
- & much more...



MESSAGING:

- **COVID 19:** Published daily stories on Facebook and Instagram to promote the *Carry out & Settle in* message for restaurants and social distancing practices.
- **FIRE RESTRICTIONS, SAFETY, ECO-FRIENDLY PRACTICES** were top priorities.
- **FLAGSTAFF LOCAL – My Actions Matter** – Staff continued to keep this campaign vibrant.
- **GIVING ADVENT BOX** – Staff arranged a campaign to do boxes of food for the Family Food Center.



